

# Agenda

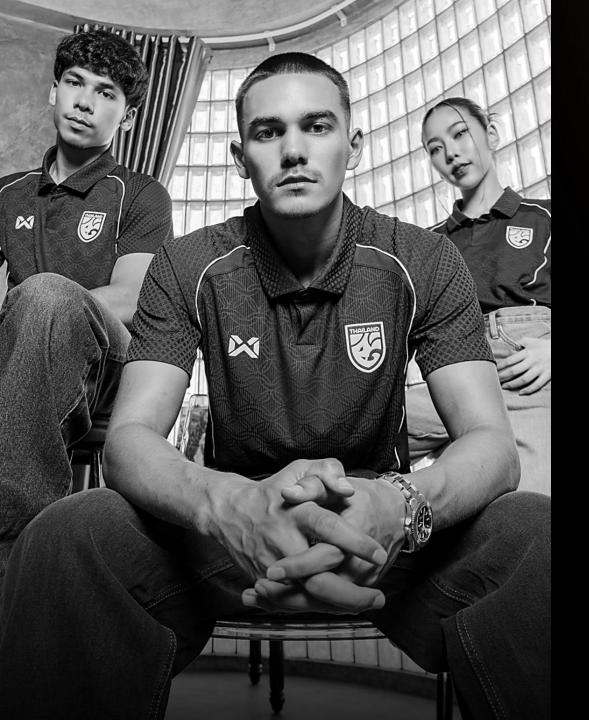
3Q25 Financial Performance

Key Strategy & Business Update

Key Takeaway

Q&A





01

**3Q25 Financial Performance** 

# **3Q25 Financial Performance (Separate)**



Unit: THB million

Separate P&L Statement	3Q24	2Q25	3Q25	%QoQ	%YoY	9M24	9M25	%YoY
Revenues from core operation	396	275	418	52%	6%	1,064	1,014	-5%
COGS	192	145	212	46%	11%	540	523	-3%
Gross Profit	204	130	206	59%	1%	524	491	-6%
Other Income	4	3	3	23%	-16%	16	11	-33%
SG&A	139	154	177	15%	28%	408	483	18%
EBITDA	86	(2)	52	3,283%	-40%	214	113	-47%
Net Profit	53	(19)	24	223%	-55%	100	9	-91%

Separate P&L Statement	3Q24	2Q25	3Q25	%QoQ	%YoY	9M24	9M25	%YoY
% Gross profit	51.5%	47.2%	49.3%	2.1%	-2.2%	49.3%	48.4%	-0.8%
% SG&A	35.1%	56.0%	42.4%	-13.6%	7.3%	38.4%	47.6%	9.2%
% EBITDA	21.7%	-0.6%	12.3%	12.9%	-9.4%	20.1%	11.2%	-8.9%
% NI	13.3%	-7.0%	5.6%	12.6%	-7.7%	9.4%	0.9%	-8.5%

#### **Key factor affecting 3Q25 Performance:**

- Sales growth is driven by polo campaign, launching of the new Thai national team jersey, King's Cup, and Thai League football match.
- Sales growth YoY across online, TT, shop, retail channel and key product groups.
- National team product yielded lower GPM compared to 3Q24 due to the clearance sale.
- Significant sales growth from online channels, which incurred variable selling expenses along with sales.

#### **Key factor affecting 9M25 Performance:**

- Economic slowdown impacted missed target revenues, esp. Project-based and MT Channel, but saw recovery in 2H.
- Online sales are rising significantly after warehouse relocation in Apr-25.
- Higher operating costs related to online sales and new shop opening, 2.99 MB of warehouse relocation (one-time exp.), and 14.11 MB of inventory provision weighed on margins.

# **3Q25 Financial Performance (Consolidated)**



Unit: THB million

Consolidated P&L Statement	3Q24	2Q25	3Q25	%QoQ	%YoY	9M24	9M25	%YoY
Revenues from core operation	429	317	460	45%	7%	1,106	1,107	0.1%
COGS	214	174	241	38%	12%	568	587	3%
Gross Profit	214	143	219	54%	2%	538	520	-3%
Other Income	4	3	3	4%	-12%	17	12	-32%
SG&A	148	169	200	18%	35%	432	527	22%
EBITDA	90	(2)	45	2,541%	-50%	88	22	-75%
Net Profit	55	(21)	16	176%	-71%	92	(4)	-104%
Adjust	(4.4)	0.2	(1.0)	-485%	79%	(3.4)	0.1	103%
Net Profit after Adjust	50	(21)	15	172%	-70%	88	(4)	-104%

Consolidated P&L Statement	3Q24	2Q25	3Q25	%QoQ	%YoY	9M24	9M25	%YoY
% Gross profit	50.0%	45.0%	47.7%	2.7%	-2.3%	48.7%	47.0%	-1.7%
% SG&A	34.4%	53.4%	43.4%	-10.0%	9.0%	39.0%	47.5%	8.5%
% EBITDA	20.9%	-0.6%	9.7%	10.3%	-11.2%	8.0%	2.0%	-6.0%
% NI	12.7%	-6.7%	3.5%	10.2%	-9.3%	8.3%	-0.3%	-8.6%

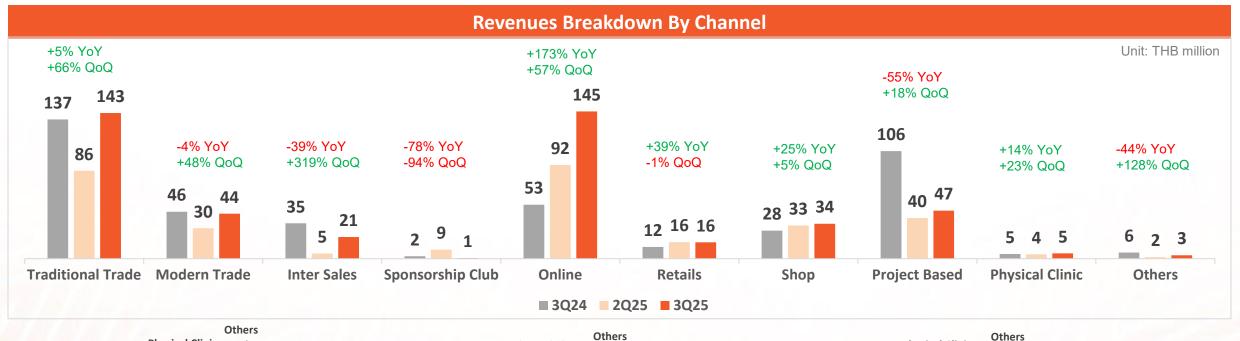
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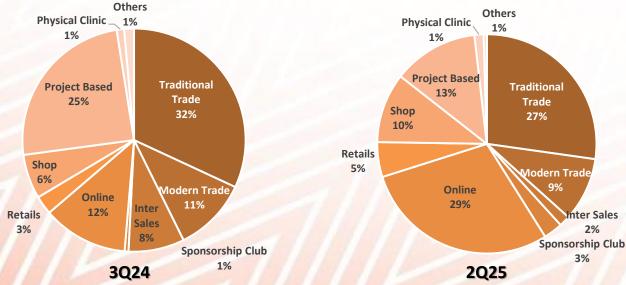
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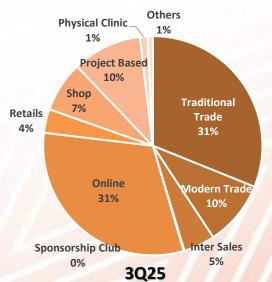
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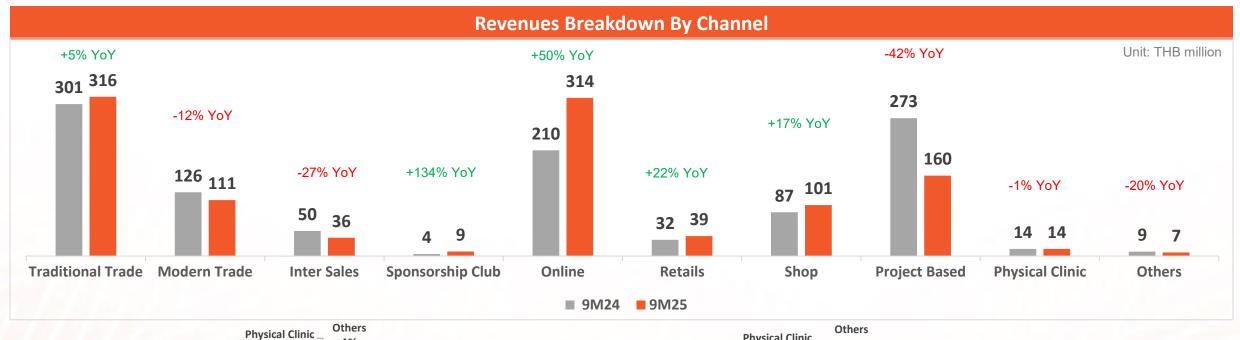
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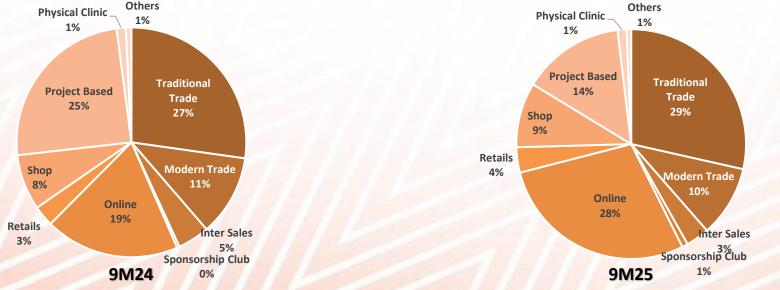




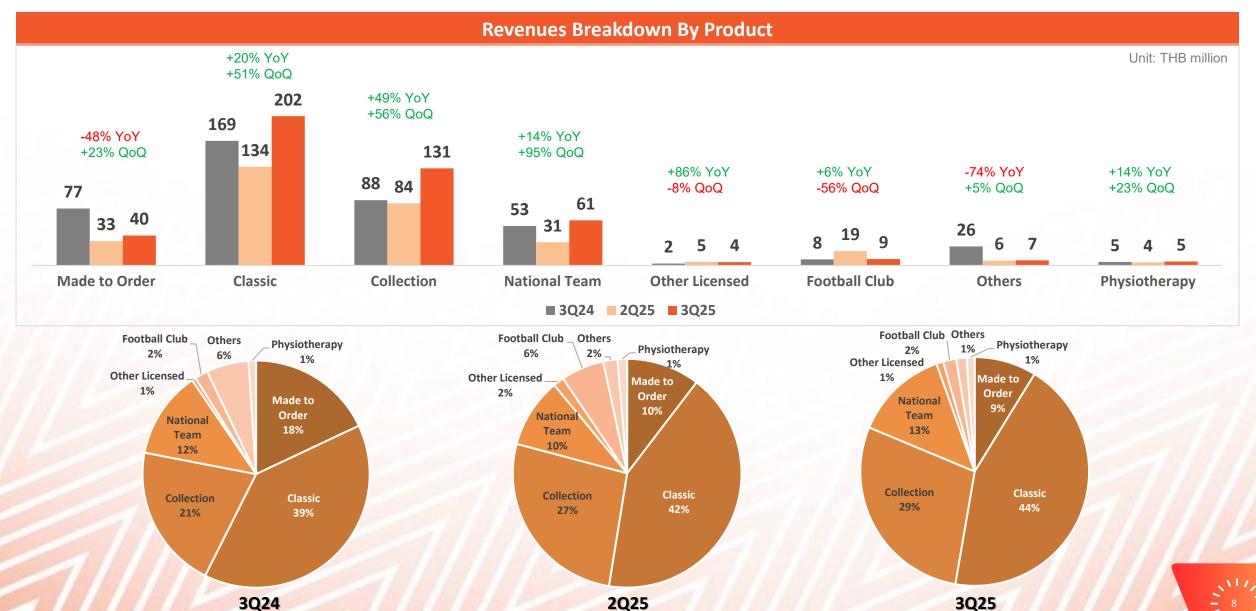




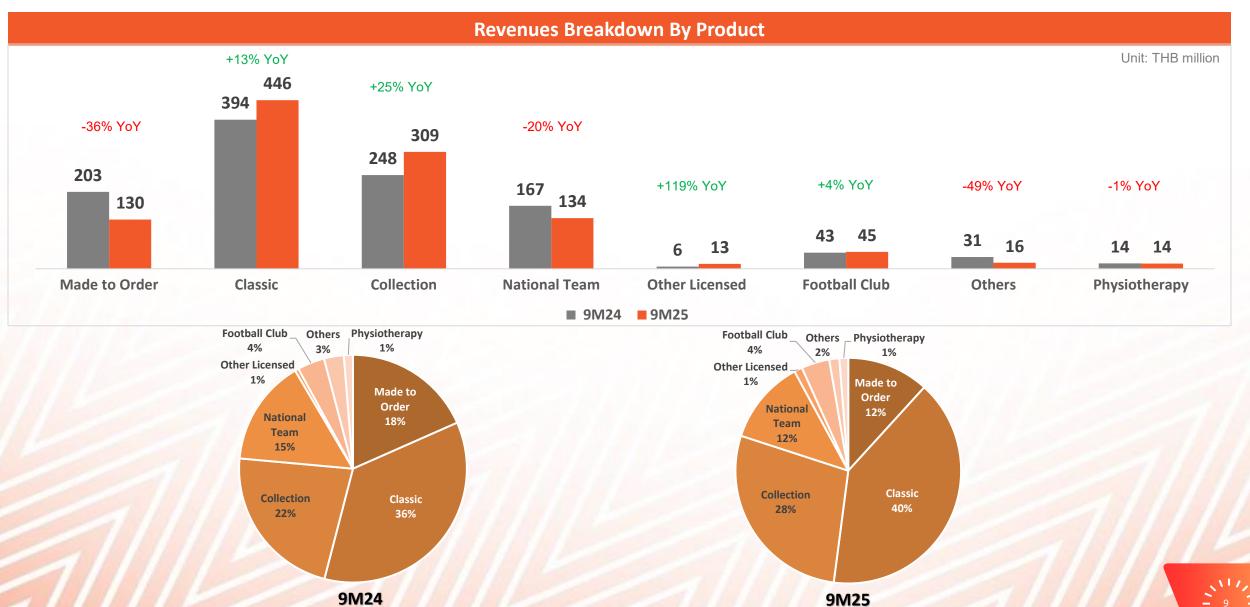




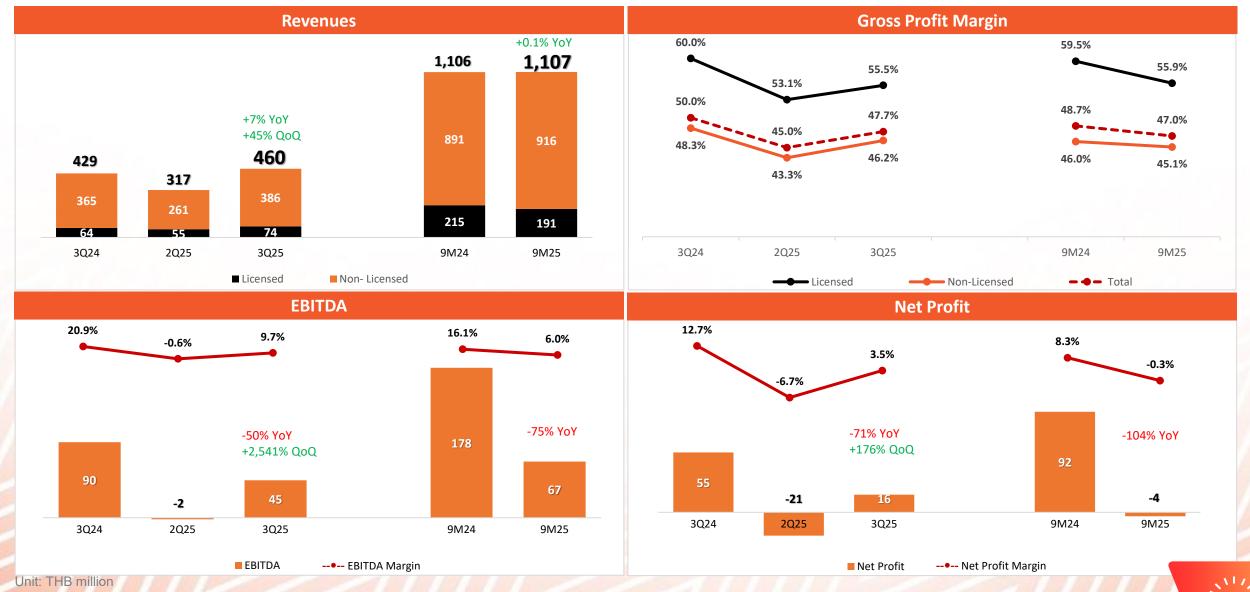




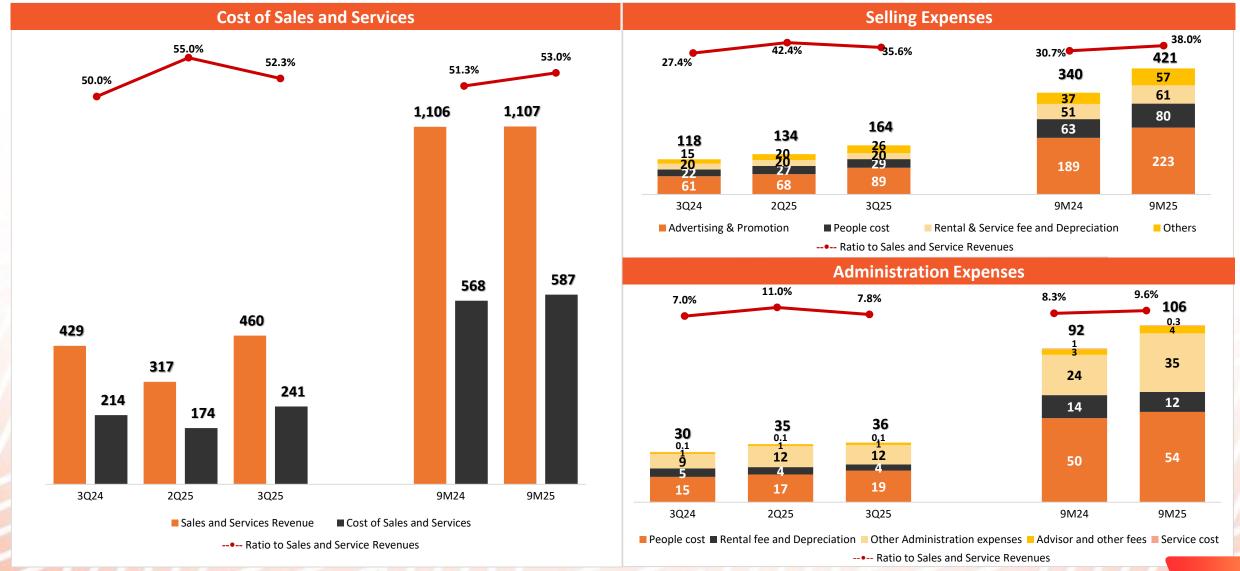






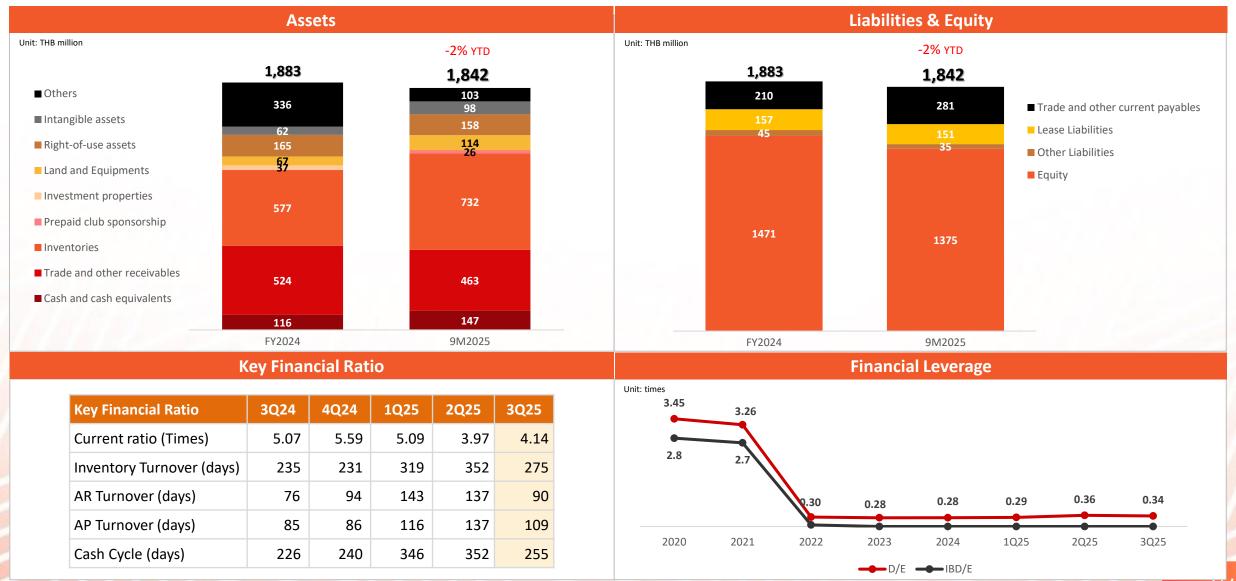






## **Balance Sheet**







02

Key Strategy & Business Update

# **Key Strategy**



#### **Brand Building**

- Improve brand positioning: stretch brand awareness to regional active & lifestyle brand to capture new-wider target groups and growing brand awareness of its non-license products.
- Enhance communication of each sales channels.



#### Focus on Direct to Customer (Own Channels from 54% in 2024 to 65% in 2025)

- Expand distribution channel, mainly focus on own channels
- Increasing high margin product mix.
- Al-Driven Efficiency.
- Develop every touch point for better customer experience.



#### **New Partnership**

- Expand new partnership through licensing strategy to diverse customer target groups in SEA.
- Potential new business expansion related to health and lifestyle.



#### **Cost Management**

- Cost improvement from higher bargaining power with suppliers and better value chain management.
- Efficient inventory management i.e. using data analytic program for inventory forecast, SKUs refurbishment.

## BRAND BUILDING: Lifestyle licensing strengthen brand awareness













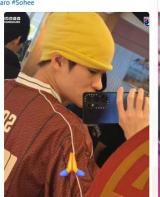


# Riize Concert drives exceptional sales and viral exposure for Warrix's Thailand Oversize Jersey

- Social engagement surpassed 30 million, fueled by viral clips of Riize members wearing Warrix's Thailand Oversize Jersey.
- Sales surged 3x in online channels.
- Offline stores saw heavy fan traffic, leading to rapid sell-outs and strong uptake of flex-name services.











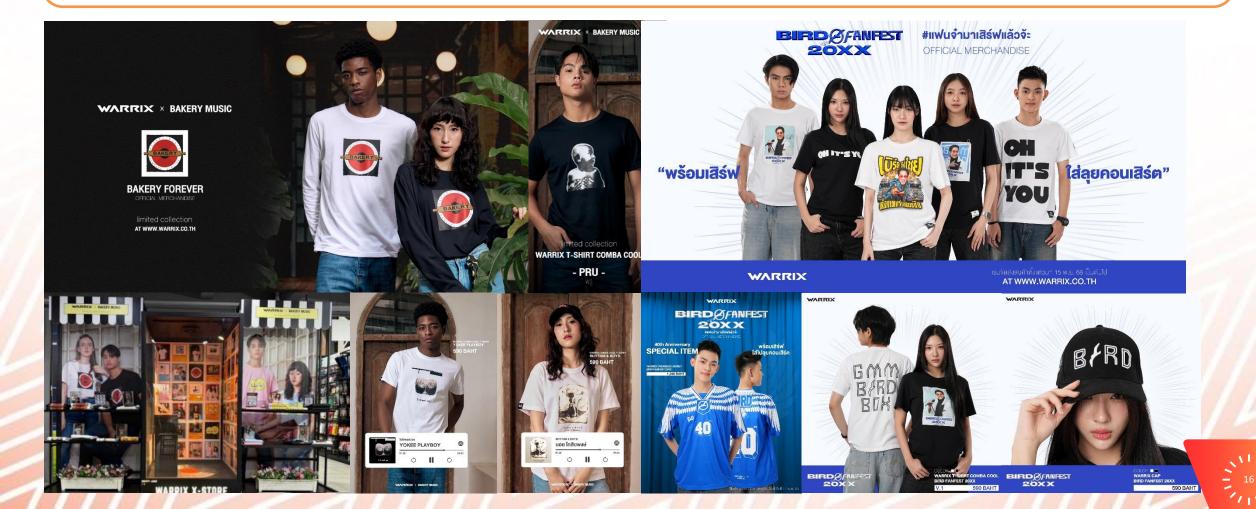


## BRAND BUILDING: Lifestyle licensing strengthen brand awareness



#### Warrix is tapping into music marketing to move beyond sports into lifestyle, and expand its customer base

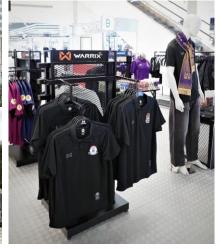
- Warrix successfully entered the lifestyle licensing, collaborating with music labels and concert organizers to produce official merchandise.
- With high-margin products and exclusivity for its own channels will drive margin improvement.



# BRAND BUILDING: Polo campaign elevates Warrix as top-of-mind brand







# Polo campaign drives top-of-mind preference amid rising demand for black apparel

- Demand for black apparel spiked during the mourning period.
- Units sold of black polo were increased by +388.7% in Oct (vs Sep)
- Building on this momentum, Warrix extends product offerings beyond black polo by introducing black lifestyle T-shirts and other muted-tone items to capture ongoing demand.















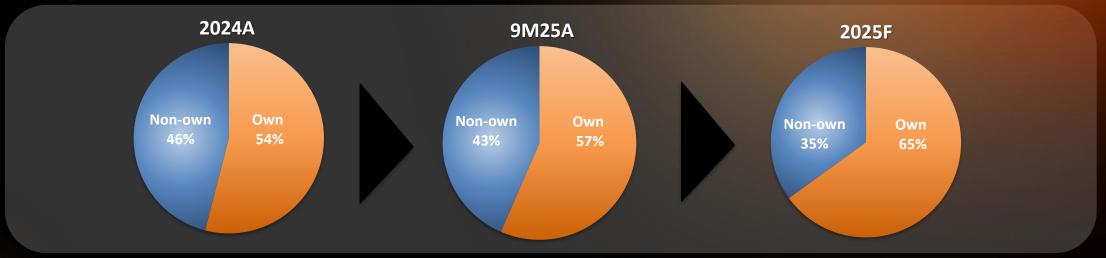






### **FOCUS ON DIRECT TO CUSTOMER:**

- Focus on direct to customer for margin improvement, mainly on own channels; online and 11 new shops by the end of 2025.
- Target Own Channels from 54% in 2024 to 65% in 2025

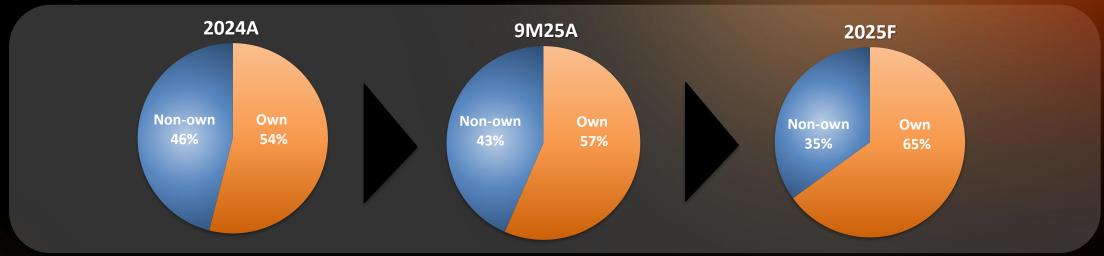


- Cut down unprofitable shop in shop at the department store (consignment modern trade).
- Cut down shop expansion in department store and changing new opening shop to hypermarket.

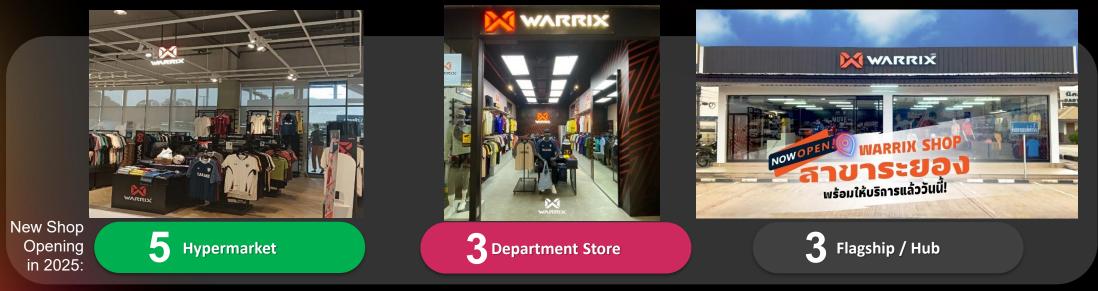
Channel	YE2024	YE2025	YoY Chg.	Remark
Modern Trade (Consignment)	371	367	-4	<b>-10</b> in 2025
Warrix Shop	16	27	+11	+1 in Q1 +8 in Q3 +2 in Q4

### **FOCUS ON DIRECT TO CUSTOMER:**

- Focus on direct to customer for margin improvement, mainly on own channels; online and 11 new shops by the end of 2025.
- Target Own Channels from 54% in 2024 to 65% in 2025



- Cut down shop expansion in department store and changing new opening shop to hypermarket.
- Temporary shop model; short-term rental contract with lower investment to test market.



# Flagship Muang Thong Thani





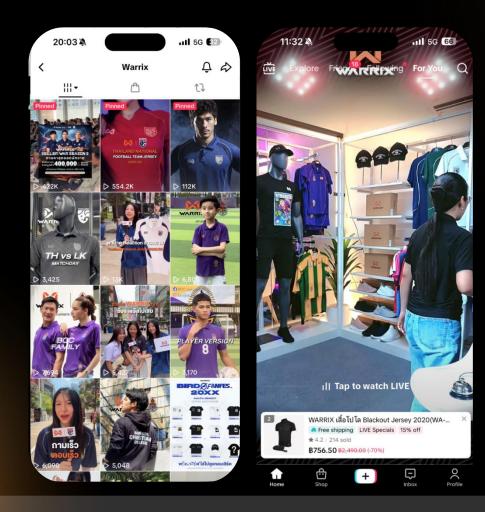




### WARRIX Shop @Muangthong Flagship

- Opening Date : 21 November 2025
- Type : Flagship Store
- Area: 1,023 sqm.

## **FOCUS ON DIRECT TO CUSTOMER:**



#### **Warrix Official TikTok Channel**

- Daily content production enables Warrix to reach consumers consistently and efficiently.
- Strong engagement rate and clear ROI measurement from every video push and live session.
- Live Commerce performance continues to grow, supported by upgraded studio formats and improved in-app shop presentation that reflects the Warrix retail experience.
- Fully aligned with 2026 growth plans, with targeted content driving higher conversion and repeat purchases.

#### Store Partner Activation

- Warrix provides hands-on support to help partner stores create effective content tailored to local customer groups in the South.
- Direct content creation significantly boosts sell-out performance for partnered retailers.
- Strategic improvements with KSL include developing dedicated MC Live hosts, reducing reliance on traditional in-store staff and elevating the professionalism of the live experience.
- This model proves scalable and becomes an important lever for regional growth in 2026.



### **NEW PARTNERSHIP:**



- Expand new partnership through licensing strategy to diverse customer target groups in SEA.
- Potential new business expansion related to health and lifestyle.

#### **Official Licenses**

Thailand National & Thai League











**Other Sport Licenses** 





#### **Educational & Academy Licenses**













#### **International Distributor**



#### **Corporate & Project**

**Partnership** 







and more

# **NEW PARTNERSHIP:**Other sport licensing enhances youth engagement



Partnership with Ice Hockey Association of Thailand marks a step forward in expanding Warrix's role in new sports categories.

- 1-year partnership supplying official kits and equipment for use in training, competitions, and official activities.
- Ice hockey is an emerging market with growing youth interest.
- Warrix aims to develop quality, affordable local equipment to reduce import dependence











# **NEW PARTNERSHIP:**School licensing enhances youth engagement



#### Partnership with the 31st Jaturamitr Football Fest enhances Warrix's brand presence among youth

- Warrix's partnership with the 31<sup>st</sup> Jaturamitr Football Fest, Thailand's largest school football event, held with crowded fans at Supachalasai Stadium, significantly elevates brand exposure among youth and families.
- WARRIX-exclusive collection expected to boost 2H sales across offline and online channels.

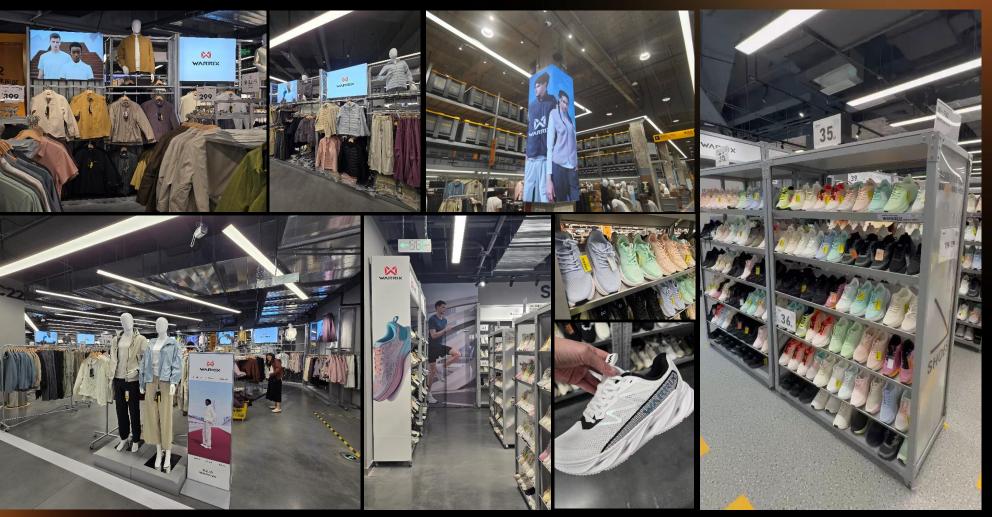






### Leveraging new partnership to penetrate Chinese market

Himaxx x Warrix (Trademark Licensing) : Launching Autumn/Winter 2025 Collection with higher price/piece



As of October 2025

48

Stores with WARRIX apparel (+32 stores YTD)

Aims to reach

**50** 

Stores with WARRIX product by 2025

Performance shows
increasing sales
and pieces
sold per store

Realize loyalty fee from its sales from

2026

onwards

Opportunities to cross borders for some items to leverage economies of scale of production and R&D costs, resulting in better COGS management. Starting from running footwear in 4Q25.

# Leveraging new partnership to penetrate Chinese market

Himaxx x Warrix (Trademark Licensing) : Launching Autumn/Winter 2025 Collection with higher price/piece



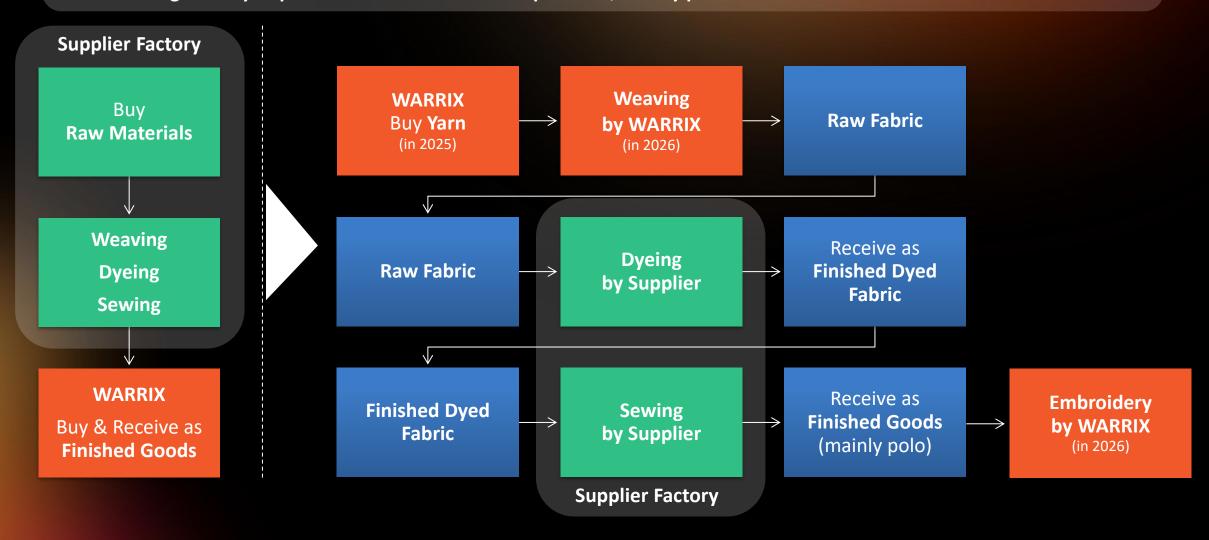
# Leveraging new partnership to capture sports footwear market

- Launch of 3 running models developed with Himaxx in November 2025 (cross border product).
- Pilot test through key retail & online channels.
- Building foundation for broader footwear expansion in 2026.
- Leverage economies of scale of production and R&D costs, resulting in better COGS management.



# **Cost Management**

- Warrix currently produces 2,000,000 classic products per year, leading to a strategy of investing in machinery to reduce production costs. Ordering yarn (start in 2025), weaving fabrics and embroidery (start in 2026) in-house can reduce production costs by approximately 5-9% from current cost.
- This will gradually improve COGS of Warrix's core products, mainly polo.



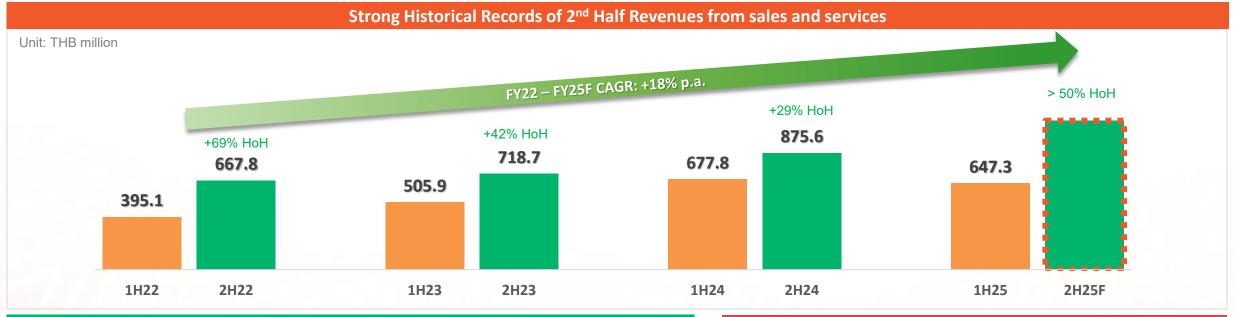
04

Key Takeaway



# 2<sup>nd</sup> Half Key Growth Driver





#### **Revenues Expansion**

#### **Key Activities**

Boost awareness and sales for its licensed and non-licensed products.

- 31<sup>th</sup> Jaturamitr Football Fest (Nov)
- Thai Football League (Aug 25 - May 26)
- King's Cup (Sep)

#### **Key Products**

- Focus on core product 'Polo'
- Black&muted-tone items
- Capture sports footwear market
- Thailand National Team Jersey 25/26 launching
- 'Fit Junction' brand launch to capture price sensitivesegment

#### **Market Expansion**

- 10 new shops expansion in 2H25
- Shop Live Commerce
- Go to promotion area
- Project-based recovery

#### **Cost Optimization**

# **Cut down Shop and MT expenses**

- Cut down unprofitable shop in shop at the department store.
- Cut down shop expansion in department store and changing new opening shop to hypermarket
- Temporary shop model; short-term rental contract with lower investment

#### **COGS** management

Control costs and quality in every step of production by Ordering yarn, weaving fabrics, and embroidery inhouse, rather than purchasing finished goods from suppliers.



# 2026 Activity Roadmap

2026		Q4 2025			Q1			Q2			Q3			Q4	
ACTIVITY ROADMAP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
FOOTBALL	FIFA	FIFA				FIFA			FIFA		TNT new	King's Cup	FIFA	FIFA	
FOOTBALL	9 / 14 Oct	10-18 Nov				17-25 Mar			2 - 10 Jun		joursey	(TBC)	9 / 14 Oct	10-18 Nov	
	AFC: Futsal		33rd SEA	AFC: U23											AFF
	15-26 Oct		Games	(Malaysia)											Mitsubishi
	15-26 OCI		9-20 Dec	11-19 Jan							1				Cup (TBC)
									WORLD CU	P 2026 USA					
								F	un Hub Activi	ties at QSNC	С				
RUN CLUB										aturday					
				BURIRAM					Í	·					
				MARATHON											
		TETS		MANATION							TETS				
		Suphanburi						Ra Rueng			Cha-Om		TETS (TBC)		
		(1-2 Nov)						Run (TBC)			(TBC)				
						BasketBall 3x	3 (Workpoint	·)							
OTHER SPORT															
		Table Tennis													
		14-23 Nov													
			Branding												
LIFESTYLE			Lifestyle		Branding / I	Lifestyle Camp	aign Launch				Branding / L	ifestyle Camp	aign Launch		
LIILOTTE			Campaign		Produc	ct: Jeans / T-Shi	rt / Polo					Product TBC			
			Campaign												

#### **Key Activities**

#### 1. Strong Momentum From Year-Round Activities

- Warrix has non-stop brand exposure through football, run club, lifestyle and multi-sport events across all 12 months.
- Flagship events such as FIFA Windows, AFF tournaments, SEA Games, King's Cup continue to drive visibility.
- Run Club at QSNCC operating every Saturday strengthens community engagement.
- Other sports (3x3 Basketball, Table Tennis, local marathons) broaden brand relevance beyond football.

#### 2. Continuous Consumer Engagement = Stronger Top-of-Mind Awareness

- Frequent touchpoints across major sport categories ensure Warrix stays visible and relevant to consumers.
- National-level tournaments → Mass visibility
- Local sports participation → Grassroots engagement
- Lifestyle campaigns → Extending Warrix beyond performance sports into daily wear

# Q&A

For more information, please contact IR Department <u>ir@warrix.co.th</u> or 094 310 7103

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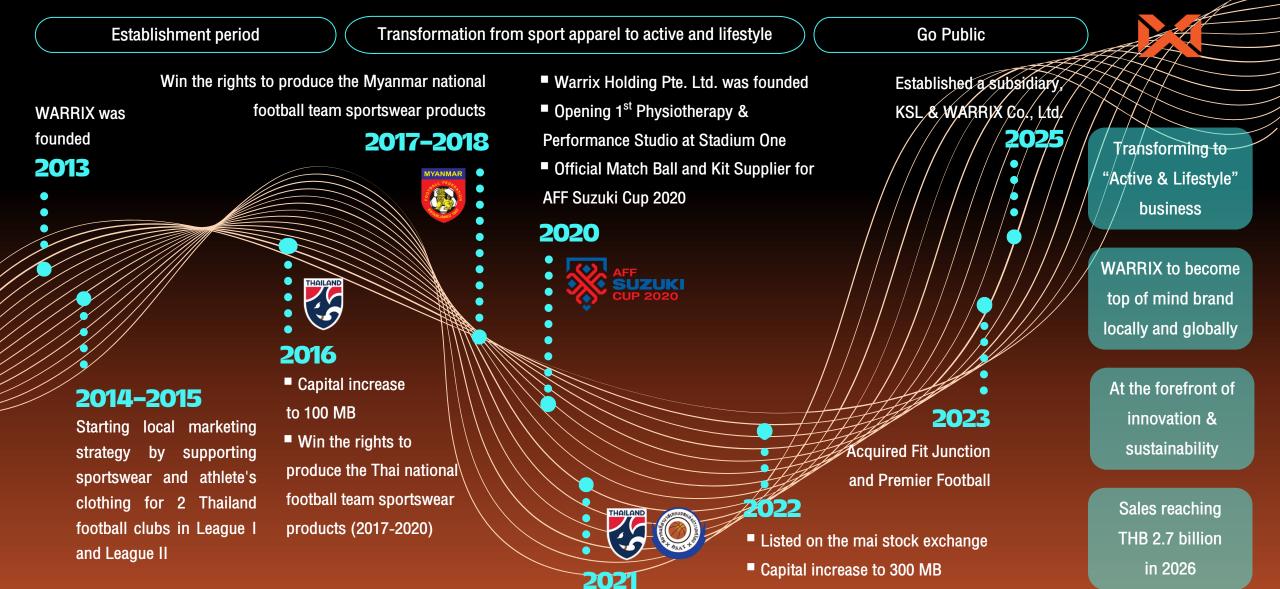
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05

**Company Overview** 





# Key Milestones

- Win the rights to produce Thai national football team sportswear (2021-2028)
- Win the rights to produce Thai national basketball team sportswear
- Warrix Sdn. Bhd. was founded as subsidiary of Warrix Holding Pte. Ltd.

# WARRIX at a glance

### Innovation & Design

Unbreakable Jersey **Exclusive technology by WARRIX** 



### Strong Partnership

National Football team licenses





- 4 International licenses
- >30 Clubs licenses
  - **6** Educational licenses
    - **6** Sponsorship licenses

















### Extensive **Distribution Channel**

4 Flagship Stores / Hub



21 Official Stores



**200+** Traditional Trade



**450+** Modern Trade













15,000+ CVS/24 Shopping





Wide-reaching E-commerce Platform















### **Data Driven with Marketing Technology**



**Data Marketing Analytics** 



**Content Marketing** 



**Decentralized Advertising** 



**Programmatic Advertising** 



Social Media Marketing



Local Marketing

# WARRIX key product portfolio

#### **Expanding portfolio and products**

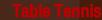


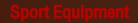


















**Lifestyle** 











### Physiotherapy & Performance Studio



**Explorer** 













Trail / Marathon event



**Running event** 



**Music Event** 



**Food Event** 

Camping



# WARRIX product portfolio contribution

As of 31 Dec 2024

### 81% Non - Licensed products

#### **Classic Product**

Product with simple design, wear in classic and trendy ways for every occasion i.e. Polo, T-shirt, short pants.



#### **Collection Product**

More variety, seasonal and fashionable products to meet all lifestyles and needs of customer, designed based on the periodic popularity, changing in fashion era/season.



#### **Made to Order and Sport Equipment Product**

Customize design and origination of individual customer own product for various events i.e. sport events, organization, corporate.



### 18% Licensed products

#### National Team, Football Club, and Other Licensed

Warrix exclusive products with the official right to support the Thailand National Team, football club, and other licensed product for organization, education institutions for various activities.



### 1% Health Business

#### Physiotherapy and Performance Studio & Warrix Run Hub

Providing physiotherapy treatment & rehabilitation, pre-post ACL operation, weight control, height increase, advice, and knowledge on nutrition. Personalized program by doctors, physical therapists, and professional trainers with modern medical equipment.









06
Appendix

### **Sport Apparel Industry Outlook**



- The sport apparel goods market in Thailand is worth approximately THB 30 billion.
- Recovered to pre-COVID-19 level, and on an uptrend with prospect to grow 15-20% per year premised on increasing in health awareness as more people are committed to leading healthier and more active lifestyle.
- Along with huge opportunities from the resuming of large sports events including FIFA World Cup in 2022, AFF Mitsubishi Electric Cup 2022, and the Olympics in 2024 etc.
- An ongoing rise in popularity of outdoor and home-based sports (running, cycling, home exercise and yoga are becoming more popular).

#### The sport apparel goods market in Thailand Top 5 most popular sports in Thailand 20% 50% 30% Rattan Ball Badminton Volleyball 11 Top 5 most popular exercise activities in Thailand 11 **Discounted/Mass market** Middle market **Global market** Thai brand produce by Thai Global brand, both Import product by Thai import and export company, no brand and company 11 **Fitness** cheap price Walking Running Cycling Aerobic

~THB 30 billion

of sport apparel goods market in Thailand

42 %

of Thai population exercise regularly

>70%

of Thai people who exercise regularly are middle to high income

8 %

of Thai population playing sport regularly

### **Thailand Annual Garment Consumption**

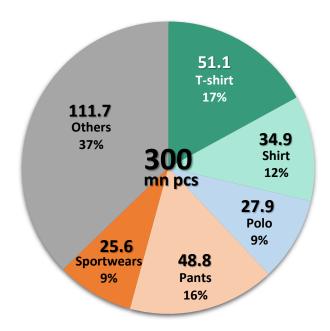


### **Garment annual consumption**

- According to a study by UTCC, Thailand 2020 annual garment consumption is estimated at 300mn pieces
- The estimated T-shirt consumption is ~51mn pieces annually, contributing ~17% of all garment consumption and slightly higher than annual pants consumption at ~49mn pieces

#### **Fashion macro trend**

 According to UN, number of garment purchased per capita between 2000 and 2014 increased by about 60 percent, while each item is kept for only half as long. Hence people wants to buy more and spend less per piece



**Thailand Annual Garment Consumption 2020 (mn pcs)** 

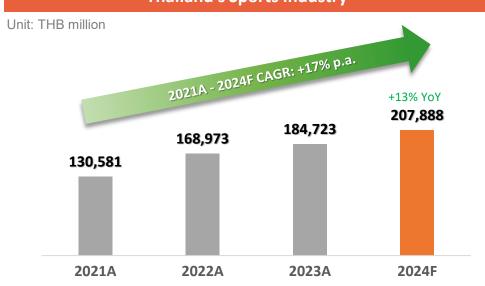
Sources : Mckinsey sporting goods 2021-2022 report, Manager Daily news the mall group research 2018, Marketeer online

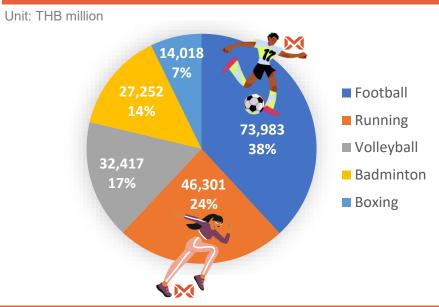
### **Industry Outlook**





#### **Top 5 Sports Contributing to the Industry in 2023**





#### **Sports-Related Expenditure per Person in 2023**



**Sports Shoes** 

2,093

THB/person

**Food and Beverages** during watching, competing, playing sports



**Sportswear** 

THB/person



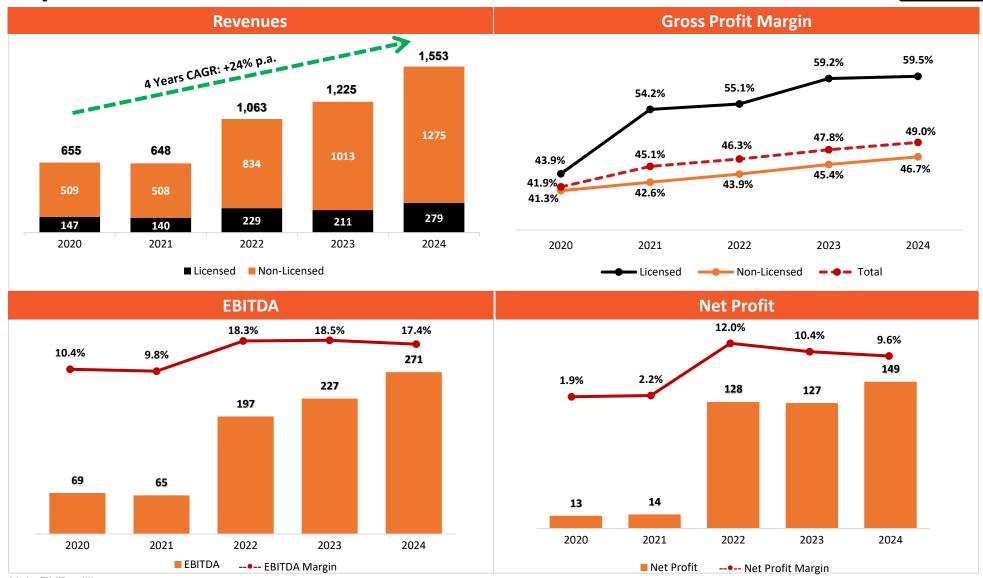
THB/person

**Tickets and Fees** 

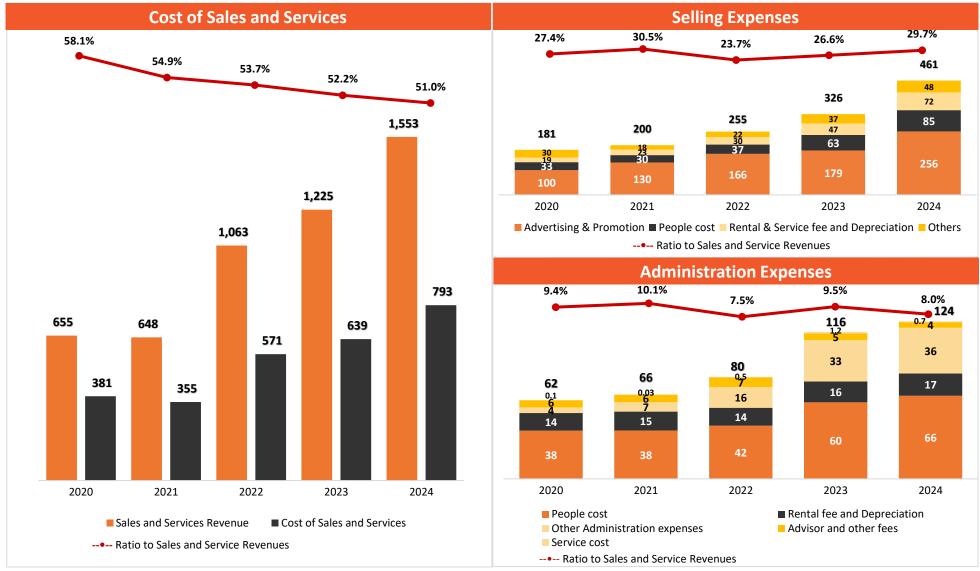


391 THB/person











Unit: Million Baht	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24
Total A/R	327.2	245.9	344.3	357.1	294.8	317.6	400.5	524.3
Total Inventory	558.8	540.3	555.2	529.9	545.5	543.3	559.7	576.9
Total A/P	270.2	144.1	180.0	202.4	173.1	189.0	211.2	210.5
Total Assets	1906.6	1658.9	1735.7	1799.7	1771.5	1729.3	1831.1	1883.4
Interest Bearing Debt	146.0	129.6	126.7	141.5	135.8	137.9	166.2	156.8
Total Liabilities	454.7	299.2	334.8	392.3	363.2	364.5	416.1	411.9
Total Equity	1451.9	1359.7	1400.9	1407.5	1408.3	1364.8	1415.0	1471.5
EBITDA	28.5	41.8	66.9	89.3	45.8	42.6	89.7	92.6
CPLTD	17.9	18.2	19.5	25.6	26.5	28.2	36.4	35.4
Current ratio (Times)	3.98	5.99	3.66	5.39	5.78	5.59	5.07	5.59
D/E (Times)	0.31	0.22	0.24	0.28	0.26	0.27	0.29	0.28
IBD/E (Times)	0.10	0.10	0.09	0.10	0.10	0.10	0.12	0.11
Inventory Turnover by days	335	378	301	243	299	262	235	231
AR Turnover by days	124	102	83	81	91	80	76	94
AP Turnover by days	199	143	89	86	104	87	85	86
Cash Cycle (days)	259	338	295	239	285	255	226	240

### Robust trajectory for growth in the enduring wave of healthier and fitter lifestyle



Warrix continuously expand the distribution channel to cover many areas in local and global. Currently, there are 5 mains channels, which consists of

#### **16 Warrix Own Shop**

- CHANGSUEK Flagship Store at Stadium One, 1,000 sq.m.
- Warrix Outlet Muang Thong Thani 1 & 2
- Warrix Shop BCC, 20 sq.m.
- Warrix Run Hub at QSNCC, 557 sq.m.
- Warrix Outlet at Stadium One
- Warrix Lifestyle at Siam Square, 300 sq.m.
- Warrix Shop at The Mall Bang Khae & Bang Kapi
- Warrix Shop at Terminal 21 Korat & Pattaya
- Warrix Shop at Future Park Rangsit
- Warrix Shop Market Village Suvarnabhumi
- Warrix Shop Robinson Buriram
- Warrix Shop Central Westgate
- Warrix Outlet Siam Premium Outlet





**►** New in 2024

### > 200 Traditional Trade North ~ 47 stores Central ~ 63 stores **Northeast** ~ 67 stores Bangkok ~ 44 stores



#### > 15,000 Modern Trade





~69 stores

~ 80 stores

















~ 305 stores





>14,545 via 24shopping

2022 - 2028











### Robust trajectory for growth in the enduring wave of healthier and fitter lifestyle



#### E-Commerce /1



Website: www.WARRIX.co.th

>300,000 members



Facebook: WARRIX >800,000 followers



Lazada: WARRIX >275,000 followers



**Shopee: WARRIX** >1,000,000 followers



Instagram: warrix\_official >78,500 followers



**Line: WARRIX** >100,000 followers



Tiktok: warrixthailand >91,000 followers





#### **Project Base**













#### **MADE TO ORDER**





POLO SHIRT SPORT WEAR





**PANTS** 





# Robust trajectory for growth in the enduring wave of healthier and fitter lifestyle

- Continue development in other businesses related to health and lifestyle.
- One stop service for supporting related sport event and to be a leader in sport-health and lifestyle business.





#### Warrix's active health businesses:

### 1. Physiotherapy Clinic & Performance Studio located at Stadium One, Samyan

- Providing physiotherapy treatment & rehabilitation, pre-post ACL operation, weight control, height increase, advice and knowledge on nutrition, including professional trainers with modern medical equipment.
- Sport specialized courses for football, marathon, golf, cycling and office syndrome such as physical analysis, sport massage and performance training for athletes and general public.

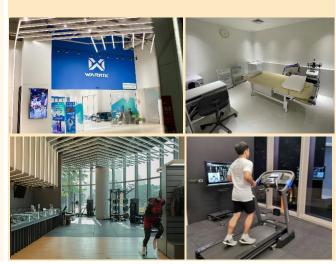






#### 2. Warrix Run Hub located at QSNCC

- Warrix Run Hub provides full facilities for athletes, general public and runners in Benjakitti Park.
- Including 3 main facilities:
- 1) Performance Training: Motion Metrix Analysis and Exercise & Training Workshop.
- 2) Physiotherapy clinic.
- 3) Beliv Wellness: Al posture analysis to design private pilates program.



#### 3. Fit Junction

- Multi-funnels fitness and nutrition educator: Online Courses, E-book, Workshop, 1 on 1 Training.
- More than 2M of total followers and subscribers from all social media platforms.
- Using 10 years worth of R&D, SOP, customer base and data from FJ to build strong foundation and boost exponential growth for Warrix Health.

